



# 48 NEW AFFORDABLE HOMES COMPLETE AT GET LIVING'S EAST VILLAGE NEIGHBOURHOOD

26/04/2023

Get Living, the UK's leading build-to-rent operator of large-scale residential neighbourhoods, has reached practical completion and handover of 48 new affordable homes at its East Village neighbourhood in Stratford, East London. The new, high quality, homes will now become available to residents of Newham at social rent, managed by Notting Hill Genesis, one of the largest housing associations in London and the South East.

The 48 new homes make a fundamental contribution to meeting local need. The brand new seven-storey building has a residential lobby, cycle store, 3,000 sq. ft. of community space and retail unit on the ground floor. The community space has capacity to accommodate a hall, reception, meeting rooms and storage, making it an adaptable space for local community groups to use.

The new homes range from two- to three-bedrooms in accordance with local demand for affordable family homes. Every home has its own balcony and has been delivered to a high standard, with built-in storage and open-plan kitchen living spaces. Residents also have the option of benefitting from high-quality refurbished furniture, a selection of which has been donated by David Philips, a leading sustainable furnishing provider to the build-to-rent sector. Residents will have the opportunity to select from a limited range of furniture including sofas, bedside tables, dining tables and chests of drawers, with delivery and assembly within two weeks.

The new building is energy efficient and is fully compliant with the Code for Sustainable Homes Level 4. Individuals homes are fitted with smart metres to manage energy use and also feature mechanical ventilation heat recovery, which makes them easier to heat.

Residents will be able to make use of a new play area and open space adjacent to the building and will also benefit from the wider offering at East Village and the surrounding Olympic Park. The neighbourhood offers 25 acres of public realm and has the biodiverse wetlands on its doorstep. Local independent retailers, restaurants and cafes feature throughout East Village, and a programme of community events takes place at the Lab E20, with this year's programme exploring themes of sustainability in the home.

Cast Consultancy was appointed as the project manager and the building was designed by award winning architects Bell Philips and MSMR.



*Providing affordable homes for local residents is an incredibly important part of what we do. In Newham, these new homes will contribute to a thriving and diverse community with the support of the LLDC, which has shared our aspirations in design and quality for this scheme. The homes at East Village have been designed to cater to the local need and add to the existing supply of homes available for social rent. New residents will benefit from all that East Village has to offer, including extensive public realm and local shops, cafes and restaurants, as well as the programme of community events. We look forward to the new residents becoming part of the East Village community.*



**Ailish Christ-West**  
Chief Operating Officer  
Get Living



**Ailish Christ-West, Chief Operating Officer at Get Living** commented, “Providing affordable homes for local residents is an incredibly important part of what we do. In Newham, these new homes will contribute to a thriving and diverse community with the support of the LLDC, which has shared our aspirations in design and quality for this scheme. The homes at East Village have been designed to cater to the local need and add to the existing supply of homes available for social rent. New residents will benefit from all that East Village has to offer, including extensive public realm and local shops, cafes and restaurants, as well as the programme of community events. We look forward to the new residents becoming part of the East Village community.”

**Katie Bond, Chief Operating Officer at Notting Hill Genesis**, said: “Providing high-quality affordable housing to those who need it is at the heart of what we do, so we’re delighted to be taking on these 48 homes in such a popular location.

“What is particularly exciting at East Village is the focus on family-sized homes, which are so desperately needed in the capital. We are looking forward to welcoming our new residents and helping them make the most of this vibrant, thriving community.”

**Sam Wilsher, Group Head of Rental and Release at David Phillips**, said: “We are extremely proud and excited to work with both Notting Hill Genesis and Get Living on this project. Our collaboration embodies our shared values of social responsibility and sustainability, and it reinforces our commitment to providing quality furnishings while reducing our environmental impact. By upcycling and repurposing furniture through our Release programme, we can make a meaningful difference in the lives of Notting Hill Genesis’ tenants and contribute positively to the communities we serve. We look forward to further strengthening our partnership with Get Living and continuing to inspire change within the industry.”

-ends-

For further information contact: [getliving@fticonsulting.com](mailto:getliving@fticonsulting.com)

**About Get Living**

Get Living is the UK’s leading build to rent investor, developer and operator. We provide quality rental homes in neighbourhoods that nurture togetherness, belonging and opportunity in a way that generates financial, environmental and

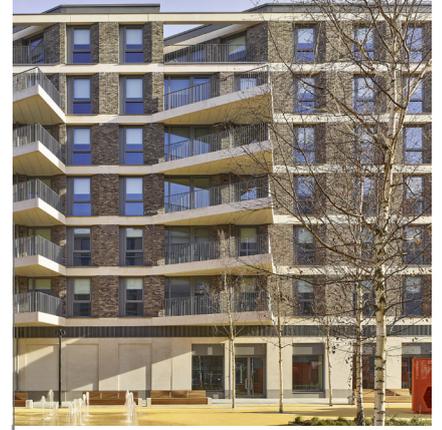
“

*Providing high-quality affordable housing to those who need it is at the heart of what we do, so we’re delighted to be taking on these 48 homes in such a popular location.*

*What is particularly exciting at East Village is the focus on family-sized homes, which are so desperately needed in the capital. We are looking forward to welcoming our new residents and helping them make the most of this vibrant, thriving community.*

”

**Katie Bond**  
Chief Operating Officer  
Notting Hill Genesis



social value for residents and shareholders alike.

Since the business was founded in 2013, Get Living's portfolio has grown to 4,000 homes for rent across three neighbourhoods: East Village and Elephant Central in London and New Maker Yards at Middlewood Locks, Manchester. Further neighbourhoods are planned or under construction in Lewisham, Maidenhead, Birmingham, Leatherhead, Leeds and Glasgow delivering 6,500 homes; with ambitions to grow the portfolio to 12,500 homes within the next five years.

[www.getliving.com](http://www.getliving.com)

### About Notting Hill Genesis

Notting Hill Genesis is one of the largest housing associations in the country, with more than 67,500 homes owned or managed across London and the south-east.

We provide homes across a range of tenures and are committed to delivering housing that is affordable for all. We build and maintain quality homes, creating diverse and thriving communities. This is our primary purpose and everything else we do supports that.

We own and manage stock for social, affordable and private rent, leasehold, keyworker housing, care and support, temporary housing and shared ownership.

For more information, visit [www.nhg.org.uk](http://www.nhg.org.uk).

### About Release by David Phillips

The Release programme is a unique initiative by David Phillips that focuses on refreshing and upcycling preloved furniture to an "as new" standard. By repurposing furniture and giving it a new lease on life, David Phillips significantly reduces its carbon footprint and provides a more sustainable furnishing solution. David Phillips Furniture encourages everyone in the property industry to consider what they do with furniture as it reaches the end of its first useful life. By promoting the idea of refurbishing and repurposing, the company hopes to inspire more businesses and individuals to adopt sustainable practices in the furniture industry.

For further information, visit:

[www.getliving.com](http://www.getliving.com)

[www.nhg.org.uk](http://www.nhg.org.uk)